

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : Gregory N. Weismantel  
Application No. : 10/053,935  
Date of Filing : January 24, 2002  
Title : *METHOD AND SYSTEM FOR TRANSMITTAL OF  
EXTENDED DATA ATTRIBUTES FOR PRODUCT  
ITEMS, PRICING AND TRADE PROMOTION  
TRANSACTIONS*  
Confirmation No. : 5964  
Examiner : Bekerman, Michael  
TC/Art Unit : 3622  
USPTO Customer No. : 26707  
Attorney Docket No. : 125090.00007

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**RESPONSE UNDER 37 C.F.R. §1.111**

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action dated November 16, 2006 Applicant(s) respectfully request the Examiner to reconsider and further examine the Application in view of the amendments and/or comments as set forth below.

Amendments to the Specification: Begin on page 2.

Amendments to the Claims: Begin on page 3.

Amendments to the Drawings: None.

Remarks: Begin on page 13.